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| Alianza para el
TURISMO COMUNITARIO



Quarterly Report
April 1st – June 30, 2010
Cooperative Agreement 520-A-00-06-00092-00
– Community Tourism Alliance –
USAID – Counterpart International

July 2010



Guide Launch event of "Touring Protected Areas of Guatemala."



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Fiscal Year 2010

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I. Executive Summary

Among the activities funded by DR-CAFTA Environment, this report highlights the presentation of the Guide "Touring Protected Areas of Guatemala," representing the first joint effort to promote the Guatemalan System of Protected Areas. The high quality printed guide has been very well received and includes information on tourism services in 51 protected areas across the country. Coordination meetings have been held with CONAP to continue the internal approval process of new ecotourism management tools, including the new Regulation for Tourism Services Concessions and Protected Areas Management Regulation and Visitation Development in SIGAP. Counterpart has begun designing a planning guide for the management and development of the SIGAP visitation, which will be accompanied by a training program aimed at staff working in protected areas, co-managers, organizations and consultants involved in the issue of public use.

We continued implementation of workshops on sustainable tourism best practices for rural communities based on the Good Practice Guide for Sustainable Tourism Communities of Latin America. Workshops were developed in two communities: San Juan La Laguna (Solola, which focused on wastewater management and solid waste) and Uaxactún (Petén, which included protected areas, forests, animals and plants, solid waste management and water).

Moreover, in collaboration with the Rainforest Alliance and the AI Invest Programme of the European Union, diagnoses were completed and verified of 47 MSMEs opting to gain sustainable tourism certification under the GREAT Green Deal, of which 37 have decided to continue with the process. They have continued receiving technical assistance focused on improving the weaker aspects identified in diagnoses prior to final audit.

Following the positive experiences of other projects such as www.yellowstonegeotourism.org and www.sierranevadageotourism.org, Counterpart is beginning to develop an interactive online map for Guatemala Geotourism which will be completed in August 2010. Since the launching of the printed map has been delayed for several reasons beyond the scope of the project, we expect to make a joint launch of the interactive map and the printed map.

Counterpart coordinated the implementation of the Career Guide provided by INTECAP Community Tourism in Tayazal Peninsula, San Miguel, Peten, who will provide their services at the Tayazal site. The course will conclude in July, with the participation of 16 people (including 7 women). In this quarter, we first reported the results of DR-CAFTA funded activities throughout the project, based on the monitoring and evaluation plan developed by OAS. The main results include: a) 5,573 people trained in ecotourism development, b) 4 training materials on issues of sustainable ecotourism, c) 51 companies / organizations implementing a marketing strategy for tourism services and products related to protected areas, d) \$ 2,021,685.24 in sales generated by tourism, and e) 437 jobs generated by tourism activities.

Inside the component strengthening developed tourism organizations and destinations, activities continued with organizations locally and regionally. We continued support for the Association of Tourism Chisec (AGRETUCHI), which is composed of the communities managing destinations in Puerta al Mundo Maya. In addition to support activities in administration we provided analysis of results.



Inside the component strengthening tourism organizations, significant progress was made in supporting the communities of the forest concessions in the Maya Biosphere Reserve. The result of several coordination meetings with representatives of the Ministry and Culture and Sports and the Directorate General of Cultural and Natural Heritage, there is a draft framework agreement between the Ministry and ACOFOP under review by the Department of Legal as well as specific agreements with Uaxactún and Carmelita communities enabling infrastructure for tourism at archaeological sites. Furthermore, we won approval of a project by INGUAT for building tourism infrastructure in Carmelita worth Q.900,000.00. The project will be implemented by CODEDE Petén, which in turn will provide Q.400,000.00 in additional funding.

Meanwhile, in Alta Verapaz AGRETUCHI continued to advise on the implementation of INGUAT funded project to improve infrastructure in Candelaria Camposanto, mainly in construction project bidding in Guatecompras. In Solola, we supported the Tourism Commission CODEDE Sololá in organizing cleanups after Tropical Storm Agatha.

We started with a training program with INTECAP aimed at MSMEs in tourism in Alta Verapaz and Petén. During this quarter were given courses in customer service, effective negotiation and bird watching. MSMEs involving 15 in the central Petén area, 11 in San Luis Poptún, 10 in El Remate, 11 in Chisec and 14 in Raxruha in Alta Verapaz.

In the component of access to credit and financial services, during the current quarter we continued to assist a total of 50 beneficiaries in preparation of project profiles, financial analysis and the implementation process with financial institutions. There have been a total of 24 projects for review (23 to Banrural and 1 to Arrend). Meetings have been held with the Department of Microfinance of Banrural in order to expedite the review and approval of the records.

Work continued under the approach of strengthening and expansion of the tourism value chain, primarily through the program "Let's boost your business." A total of 93 MSMEs are participating in the technical assistance program, which has focused mainly on sales and marketing tools in Alta Verapaz, Baja Verapaz, Quetzaltenango, Huehuetenango, Solola and Petén.

In the component Development and Marketing of Handicrafts, we concluded the process of designing new collections based on artisanal market trends with four producers groups: ADISA, Manos Especiales, Tradiciones Mayas and Grupo de Artesanos de San Juan Comalapa. The first two groups work with people with disabilities. Orders have materialized over \$100,000 including purchase orders and following the National Geographic New World Crafts Fair 2009 and the Guatemala Nuestra festival to be held in September. Training programs were conducted for handicraft MSMEs focused primarily on market access.

As shown in Appendix 1, most of the results of the project have been achieved. The main results include: U.S. \$560,074.50 in sales generated tourism and handicrafts; 346 new jobs created; 251 MSMEs receiving assistance to improve their management practices; 467 people with improved income derived from sustainable natural resource management; and 80 people received training in natural resource management and / or biodiversity conservation.



II. Introduction

The Community Tourism Alliance (The Alliance) is a public - private organization of tourism development leaders led by Counterpart International, which works to provide technical support to community tourism initiatives, tourism and craft MSMEs and destinations in rural Guatemala. The Alliance works with the following objectives: (a) supporting and creating new community tourism enterprises and small and medium tourism enterprises in rural areas of Guatemala, (b) improving access to marketing, product design and financial services for small and Tourist medium enterprises, (c) improving the capacity of local communities to manage and conserve co cultural resources through tourism, and d) better supporting local communities to participate in the conservation of biodiversity in the regions around the project sites.

The Alliance coordinates its activities closely with the Government of Guatemala, through INGUAT, CONAP MICUDE - DCPCN and COTURAP. They develop activities for the micro, small and medium scale tourism of the following regions: Petén, Verapaces, South Coast and Highlands, mainly in Quetzaltenango and Solola with special emphasis on areas affected by Hurricane Stan.

This report presents the main findings and activities implemented during the third quarter of fiscal year 2010 (April 1 to June 30 of 2010), according to the following sections:

- III. Results for the quarter compared to FY goals 2.010
- IV. Summary of activities and results of funded activities implemented DR-CAFTA
- V. Description of activities and general results
 - 1. Strengthening local tourism organizations, regional and national
 - 2. Access to credit and financial services
 - 3. Marketing of tourism products
 - 4. Development and marketing of handicrafts
- VI. Annex 1. Detail OP and PMP indicators this quarter

III. Results of The Quarter Compared to the Goals of FY2010

During this quarter the project Community Tourism Alliance made significant progress in adding to the expected results. As shown in the consolidated table of indicators in Annex 1, the targets were achieved overall for the entire life of the project in the following indicators: a) income, b) visitors, c) leveraging funds, d) cost share, e) number of companies receiving assistance in accessing loans or private equity, f) number of people with increased economic benefits derived from sustainable natural resource management and conservation, and g) the number of persons receiving training in natural resource management and / or conservation of biodiversity.

PMP INDICATORS					
INDICATOR	FISCAL YEAR GOAL 2010	REACHED QUARTER 1 2010	REACHED QUARTER 2 2010	REACHED QUARTER 3 2010	OBSERVATIONS
REVENUE (US \$)	1,000,000.00	1,050,800.64	964,493.93	560,074.50	
<i>Generated by Tourism</i>	<i>500,000.00</i>	<i>885,698.36</i>	<i>788,462.55</i>	<i>444,077.53</i>	The tourism sector has started to recover gradually. The New Year and Easter seasons are



					important for both domestic tourism and international tourism. The storm Agatha in late May 2010 had a negative impact on tourism.
Generated by Artisans	500,000.00	165,102.29	176,031.38	115,996.97	Most of these revenues were generated by closed sales by business contacts established in the New World Crafts 2009.
Employment	4,455	406	97	346	31% female and 68% Indigenous during the second quarter
Visitors	5,000	51,501	52,822	43,797	68% National Tourists
MSMEs Created	100	0	1	0	This indicator is directly related to lending to the tourism industry and craft.
Organizations Strengthened	350	171	210	251	
Appropriations available for tourism and crafts	156,418.80	0	0	0	Several records of MSMEs supported in this topic are in the process of approval in Banrural.
Leveraging Funds (US \$)	0	106,595.31	0	212,500	
Cost share (US \$)	335,510.20	85,701.17	128,954.21	169,820.79	

INDICATORS OF ETEO					
INDICATOR	META AÑO FISCAL 2,010	ALCANZADO TRIMESTRE 1 2,010	ALCANZADO TRIMESTRE 2 2,010	ALCANZADO TRIMESTRE 3 2,010	OBSERVACIONES
Number of firms receiving assistance from the Government of the United States to improve their management practices	350	171	210	251	Includes companies and organizations currently receiving assistance in administrative tools, marketing, environmental practices and certification
Number of MSMEs receiving assistance from the U.S. government to access bank loans or bank equity	50	40	50	50	Companies receiving assistance in business plans, financial plans and credit application process in domestic financial institutions.
Number of public dialogue mechanisms - private as a result of assistance from the Government of the United States.	4	4	4	4	Includes CODEDE Tourism Commission of Solola Geotourism Council, the National Community Tourism Bureau and the committee review and monitoring of public use issues and management of protected areas visitation.
Number of people with increased economic benefits derived from sustainable natural resource management and / or biodiversity conservation	250	420	354	467	
Number of Females	100	161	204	309	
Number of Males		259	150	158	



Number of people receiving training in natural resource management and / or biodiversity conservation	200	151	509	80	Includes persons trained in environmental practices based on good practice guide for communities, trained guide ongoing community tourism and management instruments tourist visitation in protected areas
Sales of goods and services as a result of USAID programs (in thousands of U.S. \$)	1,000	1,050.80	964.49	560.07	
Number of jobs created as a result of USAID programs	4,455	406	97	346	
Number of rural households benefiting directly from interventions of the Government of the United States	2,000	585	885	428	

IV. Summary of activities implemented with funds DR-CAFTA

This section includes a summary of the activities implemented through funds allocated to DR-CAFTA in this Cooperative Agreement. We continued coordination meetings and feedback with the team of the Organization of American States (OAS), which is designing a monitoring and evaluation program for environment activities funded under DR-CAFTA. Based on the defined indicators, these are included in Annex 1 of the results accumulated over the project until June 2010. The main results include: a) 5,573 people trained in ecotourism development, b) 4 training materials on issues of sustainable ecotourism, c) 51 companies / organizations implementing a marketing strategy for tourism services and products related to protected areas, d) \$2,021,685.24 in sales generated by tourism and e) 437 jobs generated by tourism activities.

Support for managing visitation in protected areas:

Through DR-CAFTA funds, during the current quarter CPI continued its assistance to manage public use and visitation in protected areas as well as overall level technical assistance to CONAP and COTURAP (Committee for Tourism in Protected Areas) on issues of planning and review tools for the management and development of tourism in protected areas. The following describes these developments.

Update Ecotourism Management Instruments for Guatemalan System of Protected Areas (SIGAP): Counterpart continued to advise COTURAP and CONAP and is in the process of reviewing and updating existing Ecotourism Management Tools for the Guatemalan System of Protected Areas, with the aim for tools that adhere to the characteristics and challenges of the areas of the country.

Meetings have been held with representatives of the Department of Cultural Heritage and Ecotourism CONAP in order to receive feedback for the Planning Guide for the Management and Development of the SIGAP Visitation. We have completed the following sections of the document:

- i System management and monitoring of impacts caused by visitors
- i Specific Standards for business activity



- i Marketing and Promotion Plan
- i Administrative Management – Finance
- i Assessment of Tourism Potential
- i Pre-Feasibility Study

Due to internal changes in the sections, the review of progress of the content of the guide is taking longer than expected. There will be a final draft in the next quarter, together with the design of a training program in the content of the guide for administrators and staff of protected areas.

Meetings have been held with the Executive Secretariat of CONAP with the aim of influencing the acceleration of the approval process for concessions under the Regulation Services Provider in Protected Areas and Regulations for the Management and Development of the SIGAP Visitation, offering to provide support in streamlining the process.

Presentation of Tourist Guide Guatemalan Protected Areas System: As the completion of a 2 year effort initiated by the project Community Tourism Alliance, the guide "Tourism in Guatemala's Protected Areas" was officially presented at a public event in the Guatemala City on June 23. The event was organized by Counterpart and attended by about 250 people, including representatives of public and private protected areas, officials from different government institutions, civil society organizations, tourism businesses, academia, international cooperation and media.

This guidance represents the first effort to jointly promote SIGAP protected areas, with an attractive design and user-friendly format, with information on 51 protected areas suitable for visitors. Participating in this effort were CONAP, INGUAT, Conservation International, FONACON, and Counterpart, who provided expertise creating and editing most of the content and photographs and providing partial funding for the reproduction of the guide. The guide has begun shipping to protected areas, CONAP and INGUAT.

The event generated extensive media coverage. Some examples are given below:

http://www.prensalibre.com/economia/Presentan-guia-turistica-reservas-protegidas_0_285571451.html

<http://www.sigloxxi.com/pulso.php?id=13585&b=1>

<http://www.nacion.com/2010-06-22/Economia/UltimaHora/Economia2419700.aspx>

<http://www.diariodecentroamerica.gob.gt/nacional7.html>



Launch of Travel guide for Protected Areas of Guatemala.



Example of inside pages guide "Journey through the Protected Areas of Guatemala."

Municipal Recreational Park Las Conchas: We continued to advise the Municipal Corporation of San Rafael Chahal, Alta Verapaz, in implementing the project to improve tourism infrastructure in the Municipal Natural Recreation Park Las Conchas. The support includes assistance in accounting and technical reports to be submitted to the Auditor General and FONACON respectively, as well as technical assistance for the construction of priority works. In addition, technical support was initiated in the interpretation of park trails through the design of interpretive signage and a brochure to be developed within the project funded by FONACON.



Promoting Sustainable Tourism Best Practices and Certification:

Workshop on Good Practices in Sustainable Tourism Communities: Workshops on the application of best practices in sustainable tourism communities are being implemented as a strategy for monitoring the development of the Good Practice Guide for Sustainable Tourism Communities of Latin America, published by CPI-USAID, SNV and Rainforest Alliance during 2009. During this quarter environmental practices workshops were implemented to support ventures that offer tourist services in rural communities in Guatemala.

During this quarter workshops were implemented in two communities: San Juan La Laguna, Solola and Uaxactún, Petén.

San Juan la Laguna, Multiple Use Reserve Lake Atitlan Basin: San Juan la Laguna is a village on the shores of Lake Atitlan, which is currently being developed as a model of sustainability in the field of community tourism in Guatemala. However, many of the groups and associations of local MSMEs still need to improve their capabilities and implement best practices to become sustainable ventures.

Currently, Lake Atitlan is threatened by bad environmental practices, especially in the excessive use of chemical fertilizers for agricultural use. Also, soil erosion due to logging and tropical storms as Stan and Agatha have exacerbated the situation, causing nutrients are discharged to Lake Atitlan excessively. Added to this, in San Juan la Laguna has no black water drainage systems so this also aggravates the presence of cyanobacteria. For this reason, CPI developed a second workshop on the best practices that worked on specific topics of vital importance for the protection of Lake Atitlán: a) excreta and wastewater and b) solid waste.

The workshop was attended by a total of 21 people (20 women and 1 man) representing 13 tourism enterprises such as hotels, restaurants, guides association Rupajal K'istalin, craft groups, and coffee producers among others. At the meeting, representatives recognized the importance of treatment systems the water and realized that the alternatives that exist today in the community must be improved both at home and in their businesses.



Activity designed to learn to separate solid waste.

Besides the previous workshop, CPI coordinated a wider and deeper stage of assistance with Ati't'Ala Association and sustainable tourism students at Universidad del Valle de Guatemala-Campus Altiplano. Students performed a general assessment of implementation of good environmental practices (on topics such as proper use of water, energy, solid waste, sewage and waste water, forests, soils, etc.) with 15 companies and associations. Work began on June 11 under the supervision of CPI members, Ati't'Ala' and the Peace Corps. At the end of the assessment, the students presented the June 25 report that summarizes some of the environmental weaknesses of each organization and those that are common to most. Among them we can mention:

- i Not adequately separated solid waste in most enterprises because the municipality does not care for this. However, some separate organic and inorganic waste.
- i The tourism ventures that have compost for compost making, are unaware of the process of proper maintenance. Other ventures have the initiative to create their own composting, however do not have the knowledge to develop them.
- i No treatment is given to "gray" waters because although the process is known, it involves high investment.
- i After the storm Agatha, the birth of water and collection tanks that supplied much of the population of San Juan la Laguna collapsed. Therefore ventures now clearly see the importance of collecting and using rainwater. This action was not taken because it had a municipal system at very low cost.

Counterpart will monitor these and other important issues through direct technical assistance, along with Ati't'Ala 'and the Peace Corps. During the next quarter we will work on actions to improve those weaknesses common to most tourist enterprises of San Juan la Laguna.



Uaxactún, Flores, Peten:

The Uaxactún community, located in the Multiple Use Zone of the Maya Biosphere Reserve, is responsible for a grant of 83,558 hectares. Environmental responsibility in the community, under the framework described above is considerable, therefore the implementation of good practices in tourism operations is unavoidable. CPI, in coordination with the Association Balam, planned a workshop on good environmental practices for the tourism sector of the community. The workshop was held on 21 and 22 April 2010 and addressed four main topics: a) forests, animals and plants, b) solid waste, c) protected areas and d) water. It was attended by 33 people (22 men and 11 women), all related to tourism at different levels. Workshop participants were students, basic representatives of the Management and Conservation Organization (OMYC), members of the Community Development Council (COCODE) and teachers, among others.



Workshop participants sharing about the importance of endangered species.

The workshop developed good practices and identified Uaxactún various environmental problems affecting the people of the community directly. More important was that the same participants identified best practices that should be implemented to mitigate these problems. The community members established the need to maintain the “aguadas” because they are the main source of water for most of the inhabitants and are threatened by solid waste and other pollution sources. They also prioritized a cleaning campaign at the community level to create awareness among the local population about the effects of solid waste and the importance of proper waste management. CPI will monitor these and other activities to achieve the implementation of good environmental practices.

Technical Assistance on Implementation of Best Practices and Certification Criteria Green Deal: During this quarter we tracked the activities of good practices and sustainable tourism certification under the seal GREAT Green Deal. Overall, Counterpart – USAID and Rainforest



Alliance - Al-Invest offers the beneficiary companies a package of training and technical assistance on best practices and sustainable tourism certification, which is divided into the following phases: a) identification of beneficiary enterprises, b) training workshop "inducing sustainable tourism and best practices", c) initial spot checks in which an assessment is made based on the rules GREAT Green Deal, d) verification reporting initial status, identifying areas for improvement and conditioning to be creditors of certification, e) implementation of technical assistance programs and training focused on improving the weaknesses identified (RA and implemented by Counterpart), and f) final verification of compliance, based on which it is determined whether the company is eligible for certification.

During the month of June began the first phase of the technical assistance program aimed at the second group of companies involved in the program, including topics such as sustainable tourism and best practices for sustainable tourism certification, among others.

So far, there have been revisions and checks on the content and results of the verification tool diagnoses of a total of 47 companies, of which 37 have decided to continue the program. Based on the diagnosis and verification diagnostic reports have been prepared that indicate the level of compliance in the implementation of good practice in the fields of business, environmental and socio-cultural development of each company. These reports indicate the areas for improvement based on which are designed technical assistance programs focused on strengthening the deficiencies identified. Technical assistance programs are taught by Rainforest Alliance in coordination with CPI.

Below is a summary of the results of these diagnostics.

No.	COPMANY	BUSINESS SCOPE	SOCIO-CULTURAL SCOPE	ENVIRONMENTAL FIELD	QUALIFICATION TOTAL
	First Group				
1	Mayan Zone	77.27	76.81	82.88	71.98
2	Adrenalina Tours	31.88	62.12	20.71	38.27
3	ViaVenture	80.11	89.39	71.92	80.48
4	Four Directions	34.09	61.76	40.85	45.57
5	Operador Latino	59.66	93.10	53.17	68.65
6	Turismo Aventura	51.14	55.71	35.00	47.28
7	Hotel Ajau	56.51	49.30	56.41	52.50
8	Casa Capuchinas	37.37	54.00	25.36	38.91
9	Petén Espléndido	67.74	60.00	59.70	62.48
10	Las Cumbres	45.50	51.85	40.80	43.40
11	Pueblo Chico	31.58	72.00	62.80	52.16
12	El Sombrero	62.04	82.69	43.33	56.90
13	Takalik Abaj	64.80	45.83	44.37	51.67
14	Hotel Uxlabil	67.02	76.00	47.06	63.36

	Second Group	BUSINESS	SOCIO-	ENVIRONMENTAL	QUALIFICATION
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		SCOPE	CULTURAL SCOPE	FIELD	TOTAL
15	Hotel Quetzalí	97.00	20.50	46.50	77.40
16	Unicornio Azul	46.04	69.05	65.06	56.10
17	Hotel Conquistador	69.07	38.10	36.36	48.10
18	Porta Antigua	65.10	60.42	41.30	55.61
19	Porta del Lago	61.98	44.00	47.06	51.01
20	Río Escondido	47.34	73.91	36.23	52.50
21	San Ricardo Farm & Lodge	62.90	87.50	50.0	66.80
22	Finca Filadelfia	55.10	34.00	41.67	43.59
23	Jardines del Lago	59.14	76.09	67.86	67.69
24	Posada de Don José	60.53	56.25	37.50	51.43
25	Hertz Rentautos	46.62	63.24	23.48	44.45
26	Utz Tzaba	58.95	58.33	46.43	54.57
27	Rancho Luna	26.32	39.58	25.00	30.30
28	Casa de Don David	73.94	90.00	67.86	77.26
29	Villa Alcázar	20.53	34	20.71	25.08
30	Turicentro Xemap	32.11	30	21.43	27.84
31	Park Hotel	55.91	68.75	39.29	54.65
32	Rest. El Hacendado	53.13	61.54	42.7	52.45
33	Albergues de Tecpán	61.29	60.42	47.06	56.44
34	Finca Chirijuyú	42.71	42	43.66	42.79
35	Finca La Loma	50.51	44	50.72	48.41
36	Vista Real	63.83	46	26.81	45.55
37	Hotel Princess	85.57	52.08	60.87	66.17

It is noteworthy that the seal GREAT Green Deal has based its policy on the Global Criteria Certification of Sustainable Tourism Stewardship Council, one of the pioneers certification programs worldwide to incorporate all of these new criteria. Because the rules are more rigid and strict compliance levels diagnosed firms are lower than expected. It is expected that the result of the technical assistance received as part of the program, improve the level of compliance with certification standards prior to final audit, which will begin in the next quarter.

Coordination of the Geotourism initiative:

As part of the Geotourism initiative to Guatemala, and given that the official launch of printed map Geotourism has been delayed due to various political problems that are beyond the scope of this project, Counterpart started with the second and third phases of the Geotourism Strategy for Guatemala. On one hand we have negotiated an agreement with the firm Old Town Creative that has licensed from National Geographic Maps to develop an interactive online version of the Geotourism Map. These maps correspond to the new generation of promoting Geotourism that meet all the web 2.0 standards, including accessibility for disabled people and with great power for activation on social networks, as well as enabling dynamic and powerful interface both with editors as with the end users. Following the positive experiences of other projects such as www.yellowstonegeotourism.org and

www.sierranevadageotourism.org, Counterpart is beginning to develop the online map for Guatemala Geotourism. To date, we have developed the content model that will serve as a basis for developing the database and save the information as a basis for interactive map. We have also started up individual site information, complementing and enriching the information generated during the nominations for the Geotourism Map Guide. Given the delays in launching the printed map and map development programming online, we expect to make a joint launch of the two tools. In addition, Counterpart has initiated a process to review the principles of geotourism and give them a more practical application form for the level of MSMEs and tourist destinations in Guatemala. With this review of principles outreach materials will be designed to disseminate the concept of geotourism and its principles and to improve operations of MSMEs and tourism destinations following the principles of geotourism and relying on marketing opportunities that are offered by the online map.

Implementation of the career of Community Tourism Guide:

In response to the request made by CAT-Petén Itzá and COCODE del Municipio de Flores, CPI supported the implementation of a new course of the Community Tourism Guide at Tayazal Peninsula, San Miguel Peten, which began on May 8 and ends on July 30, 2010. A total of 16 people (7 women and 9 men) are participating in this course.

This course, as above, is the result of an effort from several institutions, as INTECAP covered 40% of the course fee, the remaining 60% JICA. Counterpart financed the purchase of manuals of the Community Tourism Guide, Basic and Generic Skills, while CAT-Petén Itzá and COCODE del Municipio de Flores organized to provide interested persons and the place where the course is taking place.

V. General Description of Results and Activities

1. Strengthening of local, regional and national tourism organizations

a. Strengthening organizational, administrative and management skills of communities destinations in Puerta al Mundo Maya route, Alta Verapaz and Petén:

In this quarter, Counterpart continued to advise the Association of Tourism Chisec (AGRETUCHI) in implementing the Project funded by INGUAT for improvements in the tourism infrastructure of Candelaria Camposanto. He advised the association to complete the necessary arrangements to bid on the Guatecompras project and for the analysis of bids. The contractor started the execution of the works. As part of this process of support, it was possible for the Municipality of Raxruhá, Alta Verapaz to furnish additional funds to cover some expenses not included in the original budget. Finally, we supported the application process for the extension of the agreement to INGUAT, which was approved.

Counterpart continued coordination with the Municipality of Chisec, Alta Verapaz, achieving an agreement with AGRETUCHI, whereby the municipality granted land for the construction of a tourist stop (station for service information and tourist services) to be



administered by the association. Counterpart will continue to support this by identifying funding sources for this project.

We continued to conduct monthly meetings with leaders of various community organizations, which provided technical assistance in accounting, administration and financial management of community tourism organizations. The beneficiary organizations of this support are: ADEISP (Development Association Sepalau), ASBOPP (Association B'omb'il Pek El Porvenir II), ASIQMUC (Association Indígena Q'eqchi 'Mucbilha'), AMDETCA (Maya Association Q ' eqchi 'Development and Tourism Camposanto Candelaria), ASDETUN (Development and Tourism Association of the Union), Maya Association for Rural Education and Development Cancun (AMERICA), AGRETUCHI, Cooperativa Nuevo Amanecer, ADESOCHI (Sustainable Development Association of Chilasco), and ACODESERESA (Cooperative Chicoj).

b. Strengthening community-based tourism in the Maya Biosphere Reserve, Petén

ACOFOP Tourism Commission:

One of the priority areas of work in support ACOFOP Tourism Commission is facilitating the establishment of agreements that allow its partners to develop sustainable tourism activities as options for supplementary income generation while contributing to the conservation of natural and cultural resources of the Maya Biosphere Reserve. During this quarter, two meetings were held between representatives of the Tourism Commission of ACOFOP, Cooperativa Carmelita, OMYC and Mr. Juan Carlos Perez (Director General of the Ministry of Culture Heritage and Sports) to discuss and review the agreement institutional coordination for the conservation and management of natural and cultural resources in the Multiple Use Zone of the MBR. It was agreed that the agreement would be transferred to the Legal Department of the Ministry for review. It is expected that the agreement will be approved and signed during the next quarter. Other topics included the accreditation process with the Ministry of Community Organizations and groups that promote the conservation of cultural heritage, the application and approval process for enabling basic tourism infrastructure (including an information area for Uaxactún National Park Tikal, building a campground and a checkpoint at the archaeological site El Tintal). Representatives of the Ministry of Culture have expressed interest in authorizing these small infrastructure works and signing cooperation agreements with specific organizations for this purpose in Uaxactún and Carmelita.



Meetings between ACOFOP Tourism Commission, Tourism Commissions of Uaxactún and Carmelita, Ministry of Culture and Sports, CPI and Balam Association.

Through the award-implemented sub Balam Association, we continued a process of coordination and negotiation with the Product Development Division of INGUAT. Architect Jose Julio Diaz, Head of the Division, visited the Carmelite Community Tourism Commission, to meet a proposal and monitor the area for the construction of five bungalows, ranch kitchen / dining room, bathroom and camping area in the community. INGUAT agreed to provide a start of Q900,000.00 for the construction of this infrastructure, which will be managed by the Tourism Commission of Carmelita. At the end of the quarter, we had completed the survey of the area and sent plans to INGUAT to follow the process.

For the granting of these funds, INGUAT signed an agreement with the Departmental Development Council of Petén, who will be responsible for managing and administering the funds, contributing in turn Q. 400,000.00 in matching funds for the works. Additionally, INGUAT is committed to investing Q. 400,000 in tourist signs between Santa Elena and Carmelita.

Counterpart and Balam Association continued to coordinate with the "Definition and Management of a Tourist Destination in the North Area Cluster Cuatro Balam" project funded by IDB - MIF and PACUNAM and executed by FUNDESA. Coordination meetings have been held to provide feedback on the product development plan and market study that is being developed by the Spanish consulting company GDT.

c. Technical Assistance and Marketing for Tourism MSMEs:

CPI continued to provide technical assistance to MSMEs and tourist destinations in Petén, Southern Petén, Alta Verapaz, Baja Verapaz, Solola, Quetzaltenango and Huehuetenango, under the approach of strengthening and expansion of the tourism value chain within the program called "Let's boost your business or tourist



destination." The assistance focused mainly on establishing strategic alliances, developing strategies and sales tools. The development and results of these activities are presented in detail in Section 3. Tourism Product Marketing.

d. Strengthened the Tourism Commission of Atitlán:

During the quarter CPI continued to support the Tourism Commission Sololá CODEDE active member, participating in regular and special sessions focused on ensuring the development of the Atitlan tourist destination and providing technical assistance to implement activities under the Tourism Promotion Plan. The CPI team has participated in the Commission's internal capacity, ranking secretariat and coordinating the marketing hub of the revitalization plan.

As further support of the CPI team's commitment to tourism and emergency response, the passage of Tropical Storm Agatha led the Department of Solola to lean on us for the organization and logistics of two cleanups of Lake Atitlán and its beaches. The activity was carried out in conjunction with governmental, non-governmental, private, public and educational organizations. The first day was held on 10 June with the participation of 700 students, 500 volunteers and nine boats, with the support of various local and national media. The results of the gathering were: 12 tons of organic waste, 2 tons of PET plastic, 2 pounds of glass and 1 ton of wood. The second day was held on 23 June, with the participation of 300 volunteers and 400 students from different areas of the town of Panajachel who worked together at 4 points, collecting 5 tons of PET plastic, one ton of norganic waste, 10 quintals of glass and 50 pounds of iron.





Images: Cleanup of Lake Atitlán.

e. Training Program for MSMEs:

During the current fiscal year, a number of tourism project MSME beneficiaries of the Community Tourism Alliance requested support in managing training programs to improve their competitiveness and service. At the same time, as the result of close collaboration that has remained with the Technical Institute of Training and Productivity (INTECAP) in the implementation of a Community Tourism Guide, we identified the opportunity to act as an intermediary, by contacting both the supply and demand in training for MSMEs. One of the constraints expressed by INTECAP at different sites was the difficulty of contacting beneficiaries of the tourism sector and of coordinating training events.

As a first effort, we started a training program aimed at tourism MSMEs in two regions: Petén and Alta Verapaz. INTECAP teaches courses covering instructor fees and training materials. Meanwhile, the project Community Tourism Alliance offers a half scholarship for interested MSMEs, coordinates logistics, and supplies the cover costs of the event, while the final beneficiaries pay the remaining 50% of the value of the course.

In Petén, efforts were concentrated on the implementation of three seminars called "Customer Service Excellence in Tourism Service" in the central area, El Remate and southern municipalities comprised of Poptún, San Luis and Dolores.

- i On May 14, we held a seminar at Hotel Maya International in Santa Elena, Petén, with the participation of 33 people (17 women and 16 men) of 15 tourism companies.
- i On June 11, we held a seminar at Hotel and Restaurante Casa Vieja in Poptún, Petén, with the participation of 25 people (15 women and 10 men) of 11 tourism companies.
- i On June 12, we held a seminar in Palomino Ranch Hotel in El Remate, Flores, Petén, with the participation of 15 people (11 women and 4 men) of 10 tourism companies.



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Seminars "Customer Service Excellence in Tourism Service" at Hotel Maya International in Santa Elena, Hotel Casa Vieja in Poptún and Palomino Ranch Hotel in El Remate.

In Alta Verapaz, we had additional support from the municipalities and the municipalities of Raxurhá and Chisec for the program. The subjects taught in both municipalities were Customer Service and Effective Negotiation. In Raxurhá, two workshops were conducted involving a total of 24 people (14 women and 11 men), representatives of 14 companies.

In Chisec, two workshops were conducted with the same issues, with the participation of a total of 22 people (6 women and 16 men), representing 11 MSMEs.

In coordination with INTECAP, from 21 to 25 June 2010 we conducted a birdwatching course



for tour guides in Petén, as part of the CPI-supported the upgrade process for accredited tour guides by INGUAT.

The course lasted 40 hours, during which four theory sessions were presented at Hotel Maya International, Santa Elena, and one day of practice was spent in the National Park Yaxhá-Nakum-Naranjo. We counted the participation of 31 tour guides (7 women and 24 men). After the event, participants received a diploma certifying the number of hours of training received, which will be used in the process of re-accreditation to INGUAT.



Participants in the course of Birdwatching in Petén.



2. Access to Credit and Financial Services.

Counterpart continued work on this component, focused on providing technical assistance to small businesses and tourist and craft organizations in finding funding for the creation of new tourism businesses and crafts or expanding existing businesses. Assistance provided by the project includes support for the preparation of project profiles, estimation of investment, financial analysis for projects, identifying sources of funding, and support in the credit application process to the identified funding sources.

Currently, there are 51 beneficiaries receiving technical assistance, including individual entrepreneurs and community organizations, of which 19 are located in Petén, 7 in Solola, 5 in Quetzaltenango, 6 in Retalhuleu, 4 in Sacatepéquez, 3 in Izabal, 2 in Chimaltenango, 1 in Santa Rosa, 1 in Villa Canales, 1 in Totonicapán and 2 in Quiché. The projects are extremely diverse, including construction or expansion of hotels, eco-lodges, purchase of vehicles for transporting tourists, Spanish school building, equipment, trails and craft production.

Up to now, there have been 23 projects with Banrural profiles, of which only one has been denied because of bad references. Moreover, we have presented a case to Arrend. A total of four project profiles are under development, which will be presented to Banrural in the next quarter. The estimated value of the projects under review exceeds 5 million quetzals.

Meetings have been held in coordination with the Department of Microfinance of Banrural in order to expedite the review and approval of projects submitted, because so far there is no approved project and in some cases, records submitted to the Bank had strayed. It was agreed to appoint one person as a focal point in Banrural, who will monitor and maintain projects with regional coordinators of the bank. It is hoped that these agreements on coordination and monitoring projects makes the process more fluid.

The tourism sector in Guatemala continues without achieving full recovery during the current quarter; Tropical Storm Agatha and the eruption of Pacaya volcano contributed to a greater reduction in tourist arrivals to the country. Therefore, a total of 13 entrepreneurs have decided not to proceed at this point in the search for funding, while another 10 are still deciding whether to continue with the process of seeking funding for their projects.

3. Marketing for Tourism Products

a. Strengthening and Expansion of Tourism Value Chain.

During this quarter, we continued to provide specialized technical assistance focused on sales and marketing tools and strengthening the tourism value chain, through a program called "Let's boost your business or tourist destination." Currently, several organizations and MSMEs in Petén, Solola, Quetzaltenango, Huehuetenango, Alta Verapaz and Baja Verapaz are part of this initiative. Here are the most important activities of this quarter.



SOLOLÁ:

During the quarter we worked with 15 companies in the municipalities of Solola, Panajachel, San Pedro La Laguna, San Juan La Laguna, San Marcos La Laguna and Santiago Atitlan meeting the needs, strategies and tools identified as priorities for marketing and promotion. Below is a summary of the most important activities carried out in this region:

Chuwila Association

Group of women weavers formed during the armed conflict in order to develop handicrafts and contribute to the upkeep of the home. We worked on the development of its institutional image and label design to identify craft products they sell.



Oxlajuj B'atz

Association ATUKA weavers working together under the name Oxlajuj B'atz supports groups of women artisans in different municipalities in the department of Solola. We worked on the redesign of the corporate image and designed business cards for team members working in the association.

San Pedro Spanish School, San Juan Spanish School, Spanish School and San Marcos Santiago Spanish School

Spanish language school specialized in teaching Spanish as a second language. It currently has offices in four municipalities in the department of Solola and in the department of Izabal. We worked on the design and creation of its corporate website "Professional Guatemala Spanish Schools" as well as with the design of an informational and promotional leaflet.

www.guatemalaprofessionalspanishschools.com

Eco Spanish School Spanish language school operating in the municipalities of San Juan La Laguna and Santiago Atitlan

We worked on the design of social project image "Fund for my future" which supports underprivileged children so they can have access to education.



ASOLAN Lancheros Association

Formed in 1999, this organization is responsible for providing transportation service between San Pedro Lakeside Lagoon and its surrounding municipalities, including Panajachel. We worked on the design of the image of the organization and are also giving advice to enable them to conduct training to help them improve the quality of their services.

Ecological Group Teixchel

Native Women's Association dedicated to the development of handicraft loom free textiles using environmentally friendly materials of ASO and natural dyes. With this group, we worked on the design of image processing and identification labels for their products.

PETÉN:

During this quarter we continued working with MSMEs and organizations from different municipalities of Petén, concentrated mainly around the central department (Flores, Santa Elena and San Benito) and the municipalities of the TURISURP (Poptún, Dolores and San Luis). Here are the most important aspects of the work.

In the region of Petén, we worked on search engine optimization of websites previously created for different companies and organizations. The websites of Hotel Paraiso Maya, Ruta del Mono Canopy Tour and Tour Operator Connection Tikal were evaluated and updated to improve its ranking in search engines, achieving significant results in short periods of less than 2 weeks to move up in the rankings.

Additionally, materials were developed for promotion and point of sale (POP) under the promotional and marketing strategies of each partner. Materials developed included:

- i banners and quotes electronic template for Tikal Connection Tour Operator
- i Package and catalog design for tourism oriented packages for Ruta del Mono Canopy Tour
- i promotional signage and menus for restaurant Mijaro.

TURISURP:

This quarter we completed the process of design and programming of five websites of TURISURP partners. Hotel and Restaurant Gil-Town, Hotel and Restaurant Casa Vieja and Restaurant and Ecological Hotel El Hacendado, all located in Poptún, offer accommodation and food services and are an important part of the tourism infrastructure in the region. Hugo's Craft and Artesanías en Madera are companies dedicated to the production and marketing of handicrafts. As in other similar cases, the websites of these companies comply with standards, accessibility for the disabled



and the diagnosis is starting to incorporate social networking tools in their management. We also worked on positioning and search engine optimization.

www.hugoscrafter.com

www.giltown.com

www.artesaniasmadera.com

www.casaviejahotel.com

We also worked in materials and promotional tools and marketing strategies designed according to each of the partners. Some of the materials produced were:

- i Banners in Spanish and English for Hugo's Craft
- i Sheet and unifoliar for Hotel Don Abelino

QUETZALTENANGO AND HUEHUETENANGO:

Work continued with technical assistance in the areas of marketing and commercialization of companies in Quetzaltenango and Huehuetenango. The most important developments are summarized below:

Tranvia de los Altos

Company doing historical tours within the city of Quetzaltenango and surrounding areas. At the end of technical assistance, activities with this company included designing a flyer promoting major tours offered by the company. It will be distributed nationally by various means. Additionally, we performed a final diagnosis of their website and the necessary modifications to its Internet search engine optimization.



Flyer designed for the tram



Hotel Santa Ana

Company located in Quetzaltenango offering hosting services for up to 10 people and complimentary parking services, laundry, cable TV and internet. The hotel also has 5 apartments that are rented by the week or month to travelers who stay long periods in Quetzaltenango. During this quarter we designed a flyer promoting the major amenities; this material is distributed electronically and nationally.



The Bike House

Company dedicated to bike rentals, guided tours in and out of town, mountain biking classes and training plans for mountain bikers. During this quarter, we made design proposals for the new image of the company, which are pending approval.



Proposals designed logo for The Bike House Xela.



Hotel del Campo

Family business since 1968 serving lodging, restaurant, meeting rooms, parking, a heated pool and internet. We redesigned the restaurant's food menu, which will be used early next quarter. It is noteworthy that the activities with this partner are to be finalized due to the efficiency with which have developed the materials that the company requested.

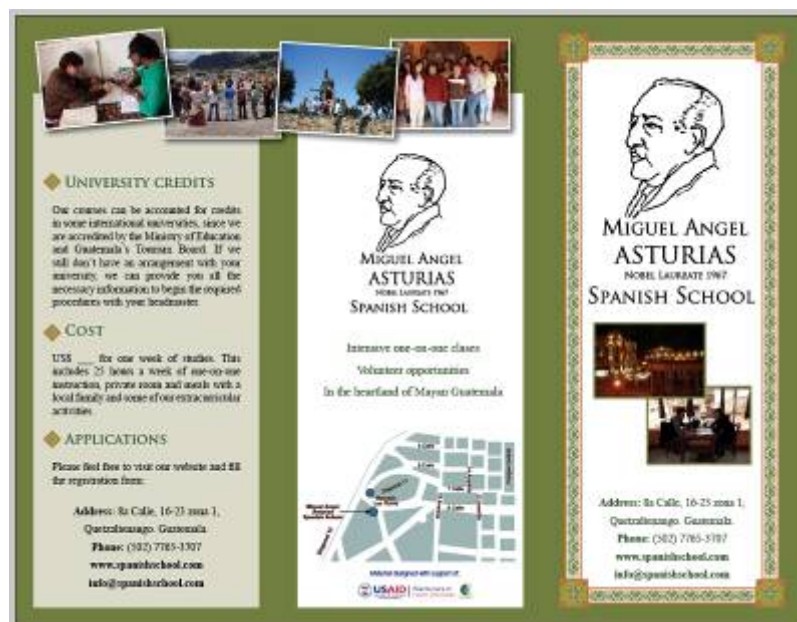
Member Support Coordinator Association of Spanish Schools in Quetzaltenango (ACEEQ)

The CPI technical team continued to provide technical assistance to Spanish schools belonging to the ACEEQ in developing promotional and marketing materials such as promotional banners, brochures and newsletters.

With Amerindia Bilingual Center School, we designed a banner that will be placed at the main entrance of the school.



With Miguel Angel Asturias Spanish School, we produced a leaflet prepared with updated information on the services provided by the school.





With Sakribal Spanish School we designed two sheets that provide information about new packages offered by the study center "Virtual Spanish and Spanish Travelers" both materials will be distributed electronically to contact different school.



The websites of the Spanish schools Sakribal Juan Sisay and were reviewed and updated in order to provide appropriate and updated content and also in order to improve its ranking in search engines.

HUEHUETENANGO:

Hostel and the Cima del Mirador Restaurant

Located on the lookout at Juan Dieguez Olaverri, Chiantla, Huehuetenango, it began operations in December 2009, providing accommodation services, food, events and tours around Huehuetenango. After passing the final image for the company, we worked on the design of the cards and prepared two different designs of sheets containing detailed information on products and services offered by the company.



Cards and fact sheets produced for Hostel and Restaurant "La Cima del Mirador"



Rio Azul Spanish School

Located in Jacaltenango, Huehuetenango, it offers a mix of live experiences and learning Spanish as a second language in rural Guatemala. During this quarter we designed a brochure which contains detailed information about the services offered by the company, it will be distributed on a promotional trip to San Cristobal de las Casas and other places bordering Huehuetenango.



Brochure designed for Azul Rural Spanish School.

VERAPACES:

In the Verapaz region, we continued to provide technical assistance in marketing and tourism management tools to businesses and community organizations. The relevant details are presented below.

Puerta al Mundo Maya

By working with AGRETUCHI, we established a Facebook account for the destinations of Puerta al Mundo Maya, through which it is able to direct a lot of traffic to the website www.puertamundomaya.com.gt. We have modified the final details needed for search engine optimization. Weekly news feed and updates are done on the Facebook profile, which has achieved consistent increases in the number of visits to the website.

Tea Tour Chirrepeco

Working with the Cooperative Chirrepec, we updated the website so that provides information on tourist services and created an English version of it; we also added a photo gallery.

Coffee Tour Chicoj

With the cooperative Chicoj R.L., a website was developed to promote the services of the Coffee Tour Chicoj. The site was developed with technical input necessary to support search engine rankings, and also developed was the English version of the site. www.coffeetourchicoj.com



4. Development and marketing of Handicrafts

During the quarter, we ended on new product design and craft collections beneficiaries with target groups: a) Manos Especiales, b) ADISA, c) Tradiciones Mayas and d) Manos Preciosas. As described in previous reports, this process includes two groups working with people with disabilities: the Association of Parents and Friends of People with Disabilities (ADISA) and the organization of mothers of children with disabilities, Manos Especiales.

In the Component Design and Development of Handicrafts worked a crew consisting of:

- i An international designer, who is responsible for obtaining all information on the group and design proposals for new product lines to be developed, focusing especially on the international market trends. The international designer was Colvin English.



International designer working session with Maya Traditions.

- i Two local designers, who were responsible for the development of prototypes of the designs proposed by the international designer, supervising and guiding the production process directly with artisans served. Also assisting in logistical actions, information, purchase, delivery, control of raw materials and accompanying the international designer.
- i A local designer supervisor, who is responsible for accompanying the development of products to be the liaison between the producer and the local designer.
- i The entire process is supervised and accompanied by the Crafts Committee, who is responsible for assessing the progress and approve the course of action taken by the Task Force.

The component Design and New Product Development began with a tour in which Mr. English visited the beneficiary organizations with the aim of designing a new collection of products for each, based on the materials and techniques that everyone uses today. This tour took the international designer Colvin English, local designers Gabriela Gomez and Luis Quintana, as well as the Executive Coordinator of Design



and Crafts Commission of AGEXPORT. These meetings were coordinated by the Crafts Committee, who also accompanied the development process. Furthermore, local designers made several follow-up visits which were coordinated directly with the beneficiaries. During these visits, local designers supported production, reviewing important aspects such as quality of textiles and clothing, finishes, use of remedial measures, as well as the costs of developing products for the datasheets. Below are photographs of product development.

ADISA:





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Special Hands:



Mayan Traditions:





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Precious Hands:



In all, a total of 4 developed new collections of products, one for each organization, which are described below.

ADISA:

Collection of Christmas products complemented by angels (triangular or round), Christmas trees and snowmen.

Materials used: newsprint (recycling). Technique used: paper mache



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Examples of collection of Christmas products developed by ADISA.



Special Hands:

Collection of personal accessories and cosmetic bags complemented by handbags in different sizes, colors in 5 variables. Materials used: Cotton thread and Dacron (lining). Technique used: backstrap loom and embroidered by hand.



Example of products from the personal accessories collection.



Mayan Traditions:

Collection for men, women and travel goods and handbags complemented by cosmetic bags in different sizes, colors in 5 variables. Materials used: Cotton yarn, dacron and raincoat (lining). Technique used: backstrap loom and pedal loom.



Collection for men.



Collection for women.



Collection of travel articles.

Benchmarking and training for the MSMEs handicraft sector:

Further to benchmarking activities for Guatemalan handicrafts sector, visits were made to know the experiences of the Trade Office of Costa Rica and the Association of Producers and Exporters of Nicaragua. Besides sharing experiences, we are able to confirm the participation of representatives of both organizations in the 3rd edition of the Central American New World Crafts fair.

In addition, the Craft Commission AGEXPORT coordinated several conferences and training courses for the benefit of small and medium-sized exporters of handicrafts-affiliated institutions with the purpose of promoting the Guatemalan handicraft product in the European market and take advantage of opportunities offered by the Association Agreement between the next New World Crafts fair and the EU. These activities were co-funded by USAID / Counterpart and AI Invest Programme.

The topics presented at the conference were: a) "New Product Concepts for Artisanal European Market", b) "Trade and Handicrafts in the European Union" and c) "Marketing and selling items of interior decoration in the European Union".

A total of 27 entrepreneurs from different branches of handicraft sector in Guatemala (aluminum, horn and bone, ceramics, fibers, wood, recycled, textiles and glass) attended. There was an enriching exchange that has spotlighted the high degree of interest in the topics covered, as well as the expectations generated by the opportunities offered in the European market. The wide variety of artisanal sub-focus has allowed conferences to demand this in multiple niche markets for the unknown and untapped by Guatemalan craft supply, thereby opening new horizons for the sector.

Marketing of Artisanal Products:

One of the main lines of action pushed by the Craft Commission AGEXPORT for the past three years has been conducting the Central American New World Crafts Fair, so the results



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are constantly monitored through purchases placed by buyers in attendance. In this period, we received the reports of the companies Cotzal House, Arriola Procuero and Cerámica Arriola for the first purchase orders received from National Geographic for a total amount of \$60,000.00.

The retailer CEMACO and Crafts Commission are organizing again the next craft festival "Our Guatemala," the same that has been done for 12 years during the month of September. This year the event will be presented in five major stores in both the capital and in Quetzaltenango.

After the show room was made for the event, we had generated calls for \$100,000.00 for 50% of participants. Prior to the event, there will be new orders for other craft organizations participating.

ANNEX 1. DETAILED INDICATORS

COMMUNITY TOURISM ALLIANCE - USAID /
COUNTERPART INTERNATIONAL

FISCAL YEAR: 2010
QUARTER: 3

REVENUE	1st qtr	2nd qtr	3rd qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
From Tourism	885,698.36	788,462.55	444,077.53	500,000.00	10,000,000.00	9,422,762.90	11,998,131.98	120
From Handcraft	165,102.29	176,031.38	115,996.97	500,000.00				
Total	1,050,800.65	964,493.93	560,074.50	1,000,000.00				

EMPLOYMENT	1 qtr	2nd qtr	3rd qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
Men	250	67	85.72	4,455	6,200	1,745	2,595	42
Women	156	30	260.42					
Indigenous	229	66	314.39					
Non Indigenous	176	31	31.75					
Total	406	97	346					

NATIONAL TOURISTS	1st qtr	2nd qtr	3rd qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
National Tourists	34,938	36,043	30,714	5,000	287,502	334,237	482,357	168
International Tourists	16,563	16,779	13,083					
TOTAL VISITORS	51,501	52,822	43,797					

MSME's CREATED	1st qtr	2nd qtr	3rd qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
MSME's Created	0	1	0	100	220	116	117	53

CREDIT GRANTED FOR TOURISM AND CRAFTS	1st qtr	2nd qtr		FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
	-	-		156,418.80	1,000,000.00	843,581.20	843,581.20	84
Total	-	-						

ORGANIZATIONS STRENGTHENED	1st qtr	2nd qtr	3rd qtr	FY 2010 Target	LOP Target	Accumulated as of FY09	Accumulated LOP	% Achieved
Let's Make Partners (Petén)	31	33	33	350	971	866	950	98
Let's Make Partners (Sololá)	20	20	21					
Let's Make Partners (Quetzaltenango - Retalhuleu - Huehuetenango)	17	21	22					
Let's Make Partners (Verapaces)	15	17	17					
Community Organizations inn Mayan Bioshpere Reserve	4	4	4					
Technical assistance program in administrative tools	10	10	10					
Certified Programs	17	39	39					
Career Community Tour Guide	17	11	1					
Access to Financial credits and Services	40	50	50					
Programa de Producción Más Limpia Antigua		5	5					
Diseño y comercialización de productos artesanales		5	5					
Implementación de Buenas Prácticas en comunidades		6	6					
Encuentro Internacional de Aviturismo		3	3					
Capacitados acceso a mercados artesaniaes		5	10					
Programa de capacitación MIPYMEs Raxruha			14					
Programa de Capacitación MIPYMEs Chisec			11					
Programa de Capacitación MIPYMEs Petén			0					
Total	171	210	251					

LEVERAGED FUNDS

<i>PARTNER</i>	<i>In-kind</i>	<i>Cash</i>		<i>Total 1st qtr</i>	<i>Total 3rd qtr</i>	<i>FY 2010 Target</i>	<i>LOP Target</i>	<i>Accumulated as of FY09</i>	<i>Accumulated LOP</i>	<i>% Achieved</i>
INGUAT Carmelita		112,500.00		106,595.31	112,500.00	-	6,572,000.00	6,787,863.58	7,106,958.89	108
Inguat señalizacion FRS Carmelita		50,000.00			50,000.00					
Gobernación Petén Carmelita		50,000.00			50,000.00					
		212,500.00			212,500.00					

COST SHARE	<i>1st qtr</i>	<i>2nd qtr</i>	<i>3rd qtr</i>	<i>FY 2010 Target</i>	<i>LOP Target</i>	<i>Accumulated as of FY09</i>	<i>Accumulated LOP</i>	<i>% Achieved</i>
	85,701.17	128,954.21	169,820.79	335,510.20	1,600,000.00	1,256,572.00	1,641,048.17	103

ETEO - SO2 / ECON GROWTH INDICATORS

OP Indicators								
<i>Program Element 6.2 Private Sector Productivity</i>	<i>1st qtr</i>	<i>2nd qtr</i>	<i>3rd qtr</i>	<i>FY 2010 Target</i>	<i>LOP Target</i>	<i>Accumulated as of FY09</i>	<i>Accumulated LOP</i>	<i>% Achieved</i>
Number of firms receiving USG assistance to improve their management practices	171	210	271	350	971	866	950	98
Number of SMEs receiving USG assistance to access bank loans or private equity	40	50	50	50	146	134	146	100
Number of public-private dialogue mechanisms utilized as a result of USG assistance.	4	4	4	4	4	4	4	100

<i>Program Element 8.1 Natural Resources and Biodiversity</i>	<i>1st qtr</i>	<i>2nd qtr</i>	<i>3rd qtr</i>	<i>FY 2010 Target</i>	<i>LOP Target</i>	<i>Accumulated as of FY09</i>	<i>Accumulated LOP</i>	<i>% Achieved</i>
Number of people with increased economic benefits derived from sustainable natural resource management and conservation as a result of USG assistance	420	354	467	250	6,913	6,866	8,107	117
number of women	161	204	309	100	2,949	3,231	3,905	132
number of men	259	150	158	150	3,964	3,635	4,202	106
Number of people receiving USG supported training in natural resources management and/or biodiversity conservation	151	509	80	200	4,882	4,833	5,573	114

<i>Current PMP Indicators</i>	<i>1st qtr</i>	<i>2nd qtr</i>	<i>3rd qtr</i>	<i>FY 2010 Target</i>	<i>LOP Target</i>	<i>Accumulated as of FY09</i>	<i>Accumulated LOP</i>	<i>% Achieved</i>
Sales of goods and services as a result of USAID programs, In thousand \$	1,050.80	964.49	560.07	1,000.00	10,000.00	9,422.76	11,998.12	120
Number of jobs created as a result of USAID programs	406	97	346	4,455	6,200	1,745	2,594	42

	<i>1st qtr</i>	<i>2nd qtr</i>	<i>3rd qtr</i>	<i>FY 2010 Target</i>	<i>FY09-10 Target</i>	<i>FY 09</i>	<i>Accumulated FY09-10</i>	<i>% Achieved</i>
<i>Number of Rural Households benefiting directly from USG interventions</i>	585	885	428	2,000	6,078	4,078	5,976	98